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### RIFC 50 Franchise Index Ends 2020 On Positive Note

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# RIFIC 50 Franchise Index Ends 2020 On Positive Note

Tuesday, March 23, 2021

(HTTPS://WWW.UNH.EDU/UNHTODAY/NEWS/2021/03/23/RIFIC-50-FRANCHISE-INDEX-ENDS-2020-ON-POSITIVE-NOTE)

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DURHAM, N.H.—The University of New Hampshire’s franchising sector-focused RIFIC 50 Index™ continued to recover from the severe losses sustained earlier in the year due to the COVID-19 pandemic, gaining 12.8% in market value in the fourth quarter of 2020 as effective vaccines started becoming available and fueled hopes for control of the pandemic in the near future. Developed and published by UNH’s Rosenberg International Franchise Center (<https://www.unh.edu/rosenbergcenter/>) (RIFIC), it is the first stock index to track the financial market performance of the U.S. franchising sector.

“Despite a very challenging year, 27 of the RIFIC 50 Index’s 50 components ended the year with higher market values than at the beginning of 2020,” said E. Hachemi Aliouche, director of the Rosenberg International Franchise Center at UNH’s Peter T. Paul College of Business and Economics, and developer of the RIFIC 50 stock index. “Seven even managed to grow their market values more than 50%.”

On the other hand, two of the Index’s components declared Chapter 11 bankruptcy during 2020 (**Hertz** and **GNC**). Index component **Dunkin’ Brands**, the parent company of iconic brands Dunkin’ and Baskin Robbins, was acquired by Inspire Brands for \$11.3 billion this year. Over the last few years, Inspire Brands has acquired several RIFIC 50 Index components, including **Arby’s**, **Buffalo Wild Wings** and **Sonic Drive-In**.

The RIFIC 50 Index is a stock portfolio comprised of 50 U.S. public franchising companies representative of the U.S. business format franchising sector. The RIFIC 50 Index is up 4.8 % over the last 12 months, up 36.8% over the last five years, up 104.3% over the last 10 years, and up 317.2 % since its inception in 2000.

To learn more about RIFIC and their franchise indices, visit <https://www.unh.edu/rosenbergcenter/> (<https://www.unh.edu/rosenbergcenter/>) and follow @RIFIC\_UNH on Twitter.

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[https://unh.edu/sites/default/files/media/q4\\_2020\\_graph\\_image.jpg](https://unh.edu/sites/default/files/media/q4_2020_graph_image.jpg) ([https://unh.edu/sites/default/files/media/q4\\_2020\\_graph\\_image.jpg](https://unh.edu/sites/default/files/media/q4_2020_graph_image.jpg))

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